CLAIMS

- 1.\ A protocol for driving a liquid crystal display, comprising:-
 - (i) a row (common) driving matrix; said matrix
 - (ii) consisting of orthogonal block-circulant matrices.
- 2. A protocol as defined in Claim 1, wherein there are row and column interchanges of said row (common) driving matrix.
- 3. A protocol as defined in Claim 1, wherein said row (common) driving matrix is an orthogonal block-circulant matrix.
- 4. A protocol as defined in Claim, wherein said row (common) driving matrix is a block diagonal matrix and wherein all the building blocks are orthogonal block-circulant.
- 5. A protocol as defined in Claim 4, wherein said row (common) driving matrix is a row and column interchanged version of the row (common) driving matrix.
- 6. A protocol as defined in Claim 1, wherein said row (common) driving matrix comprises orthogonal block-circulant building blocks generated by using a paraunitary matrix.

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7. A protocol as defined in Claim 6, wherein said driving matrix

	$\lceil 1 \rceil$	0	1	0	-1	0	1	0 -	
	-1	0	-1	0	-1	0	1	0	
	-1	0	1	0	1	0	1	0	
	-1	0	1	0	-1	0	-1	0	
	0	1	0	1	0	-1	0	1	
	0	-1	0	-1	0	-1	0	1	
	0	-1	0	1	0	1	0	1	
	0	-1	0	1	0	-1	0	-1	
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- 8. A protocol as defined in Claim 1, wherein said row (common) driving matrix is based on orthogonal block-circulant building blocks generated by nonlinear programming.
- 9. A protocol as defined in Claim 8, wherein said row (common) driving matrix is based on order-4 orthogonal block-circulant building blocks.
- 10. A protocol as defined in Claim 8, wherein said row (common) driving matrix is based on order-8 orthogonal block-circulant building blocks.

A protocol as defined in Claim 9, wherein said building blocks comprise

(2)

$$\begin{bmatrix} 1 & 1 & -1 & 1 \\ 1 & 1 & 1 & -1 \end{bmatrix};$$

$$\begin{bmatrix} -1 & 1 & 1 & 1 \\ 1 & 1 & 1 & -1 \end{bmatrix};$$

(3)

$$\begin{bmatrix} -1 & 1 & -1 & -1 \\ 1 & 1 & -1 & 1 \end{bmatrix};$$

(4)

$$\begin{bmatrix} -1 & -1 & -1 & 1 \\ 1 & 1 & -1 & 1 \end{bmatrix};$$

- (5) all alternatives of (1)-(4) generated by
 - sign inversion (i.e., -E);
 - (ii) row interchange, i.e.,

(iii) circulant shift of E, i.e.,

$$\begin{bmatrix} 0 & 1 \\ 1 & 0 \end{bmatrix} E$$

and any combinations of (i)-(iii).

A protocol as defined in Claim 10, wherein said building blocks comprise

$$\begin{bmatrix} 1 & 1 & 1 & -1 & 1 & -1 & -1 & -1 \\ 1 & 1 & 1 & 1 & -1 & 1 & 1 & -1 \end{bmatrix};$$

$$\begin{bmatrix} 1 & 1 & -1 & -1 & -1 & 1 & -1 & -1 \\ 1 & 1 & 1 & 1 & -1 & 1 & 1 & -1 \end{bmatrix};$$

$$\begin{bmatrix}
1 & 1 & -1 & 1 & -1 & 1 & -1 & -1 \\
1 & 1 & 1 & 1 & 1 & -1 & -1 & 1
\end{bmatrix};$$

(7)

$$\begin{bmatrix} -1 & 1 & -1 & 1 & 1 & 1 & -1 & -1 \\ 1 & 1 & 1 & 1 & -1 & 1 & 1 & -1 \end{bmatrix};$$

(8)

$$\begin{bmatrix} -1 & 1 & 1 & -1 & 1 \\ 1 & 1 & 1 & 1 & 1 \end{bmatrix} \begin{bmatrix} -1 & 1 & -1 \\ 1 & -1 & -1 \end{bmatrix};$$

(9)

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(10)

(12)

(14)

(16)

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(18)

(19)

(20)

(26)

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(24)

(25)

(27)

(28) all alternatives of (1)-(27) generated by

- sign inversion (i.e., -E); (i)
- (ii) row interchange, i.e.,

(iii) circulant shift of E, i.e.,

i=1, 2, or 3, and any combinations of (i)-(iii)

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13. A liquid crystal display, wherein there is a driving scheme, and a protocol as defined in Claim 1.